



ABASD Outreach Plan

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Why we are here

Situation Analysis: The County of San Diego's Independent Redistricting Commission (IRC) is responsible for the redrawing of the county's supervisorial district boundaries and seeks assistance from community partners and outside consultants to aid its outreach efforts and increase public participation in the redistricting process.

Objective: Increase and encourage broad and diverse community participation and input in each supervisorial district throughout a series of public hearings.

Proposal: The Asian Business Association San Diego (ABASD) will raise awareness of the redistricting process and promote Public Hearing participation in each supervisorial district by working with its outreach partners throughout the county to communicate with various communities of interest to ensure maximum public input over the next several months.

STRATEGY

ABASD will engage community-based organizations (CBOs), local planning groups, special districts and other organizations throughout the County, over 50 outreach partners who are part of a collaborative focused on *Economic & Social Equity for the San Diego Region*, and across all media, to ensure the IRC accomplishes its Objective and public input is maximized.

Community-Based Organizations



Adams Avenue Business Association

Barrio Logan Association

Chaldean American Association

Chicano Federation

City Heights Business Association

Community Events for Voice & Viewpoint
Coverage

Convoy District Partnership

East African Community Center

El Cajon Boulevard Business Improvement
Association

Hillcrest Business Association

Indo-American Arts & Culture Society

International Rescue Committee

Jacobs Center

La Vuelta

Little Saigon

Logan Avenue Consortium

Logan Heights CDC

Made in Paradise Hills

NAACP - North County

National Panhellenic Council

North Park Main Street

Pastors on Point

Paving Great Futures

Power Referral Services

Promise Zone

RISE San Diego

Rotary Club San Diego

San Diego Black Business Network

San Diego Equality Business Association

SD Urban League Young Professionals

SD Young Professionals

Somali Family Service

Southeastern Diamond Business District

Sudanese Community Center

The Brink at USD

The Rock Church

The Vine Black News Magazine

UAAMAC

Urban Corps

Urban League of San Diego County

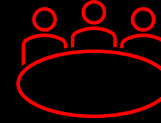
Chambers of Commerce



Carlsbad Chamber of Commerce
Chula Vista Chamber of Commerce
Coronado Chamber of Commerce
Del Mar Chamber of Commerce
East County Chamber of Commerce
Encinitas Chamber of Commerce
Escondido Chamber of Commerce
Imperial Beach Chamber of Commerce
La Mesa Chamber of Commerce
Lemon Grove Chamber of Commerce
Mira Mesa Chamber of Commerce
National City Chamber of Commerce
North County EDC

North San Diego Business Chamber
Oceanside Chamber of Commerce
Otay Mesa Chamber of Commerce
Poway Chamber of Commerce
San Diego North EDC
San Diego Regional Chamber of Commerce
San Diego Regional EDC
San Marcos Chamber of Commerce
San Ysidro Chamber of Commerce
Santee Chamber of Commerce
Solana Beach Chamber of Commerce
Spring Valley Chamber of Commerce
Vista Chamber of Commerce

Planning Groups & Special Districts



Alpine Community Planning Group

Alpine Fire Protection District

Bonita-Sunnyside Fire Protection District

Borrego Springs Fire Protection

Borrego Water District

Boulevard Community Planning Group

Campo/Lake Morena Community Planning Group

Canebrake Co. Water

Crest/Dehesa/Granite Hills/Harbison Planning

Cuyamaca Water District

Deer Springs Fire Protection District

Descanso Community Planning Group

Fairbanks Ranch Community Services District

Fallbrook Community Planning Group

Fallbrook Healthcare District

Fallbrook Public Utility District

Grossmont Healthcare District

Helix Water District

Jacumba Community Services

Jamul- Dulzura Community Planning Group

Julian Community Planning Group

Julian Community Services

Lakeside Community Planning Group

Lakeside Fire Protection District

Lakeside Water District

Leucadia Wastewater District

Lower Sweetwater Fire Protection

Majestic Pines Community Services District

Mootamai Municipal Water

Morro Hills Community Services Group

North County Fire Protection District

Olivenhain Municipal Water District

Otay Water District

Padre Dam Municipal Water District

Palomar Health

Pauma Municipal Water

Pauma Valley Community Services

Pine Valley Community Planning Group

Potrero Community Planning Group

Questhaven Municipal Water

Rainbow Community Planning Group

Rainbow Municipal Water District

Ramona Community Planning Group

Ramona Municipal Water District

Rancho Santa Fe Community Services District

Rancho Santa Fe Fire Protection District

Rincon Del Diablo Water District

Rincon Ranch Community Services

San Dieguito Community Planning Group

San Luis Rey Municipal Water District

San Miguel Consolidated Fire Protection District

Santa Fe Irrigation District

South Bay Irrigation District

Spring Valley Community Planning Group

Sweetwater Community Planning Group

Tri-City Hospital District

Valle de Oro Community Planning Group

Valley Center Community Planning Group

Valley Center Fire Protection District

Valley Center Municipal Water District

Valley Center Parks and Recreation District

Vista Fire Protection District

Vista Irrigation District

Whispering Palms Community Services District

Wynola Water District

Yuima Municipal Water District

++ many other local, municipal planning groups
and community councils

TACTICS



Flyers &
Posters



Social Media



Websites



Word-of-mouth



Radio PSAs



TV PSAs



Newspapers



Email

TACTICS

Community Relations & Coalition Building

ABASD will leverage long-standing relationships with non-County elected officials and other community leaders at the local level to provide timely and pertinent information regarding the redistricting process to raise awareness, educate, and increase public participation. Coordinated distribution of information via the email lists of our respective CBO partners will play a critical role in this area.

Targeted Communications, Social Media & Advertising


ABASD will help the IRC reach targeted audiences no matter where they are. Beyond simply delivering traditional, “legacy” media programs (direct mail, print and broadcast), ABASD’s team is partnered with leading providers of audience-based IP-addressable advertising solutions that span 4-screens: desktop, mobile, tablet & TV – ensuring our digital outreach and engagement campaign is employing the very best tactics available.

TACTICS (Continued)


Social Media

In conjunction with IRC guidelines and direction, the ABASD team will craft appropriate digital content for outreach distribution across relevant social media platforms for each district and outreach partners. An emphasis on partnering with CBO's for tagging and organic resharing will be utilized as part of the strategy. When appropriate, paid ads will be distributed digitally to target populations.

Sample Facebook Post:

Be a voice for your community!  Join the Communities of Interest Meeting for the San Diego County Independent Redistricting Commission on Thursday, August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: www.website.com

Sample Twitter Post:

Be a voice for your community!  Join the Community Meeting on August 12 at 5:30PM at Mira Mesa Senior Center! Learn more at: www.website.com

TACTICS

(Continued)

Sample Outreach Email:

Good afternoon (GROUP NAME),

My name is Lauren Garces, Outreach Representative for San Diego County's Independent Redistricting Commission. We cordially invite you and members of your organization to voice your thoughts at a Public Hearing scheduled for Thursday, August 12th, at 5:30PM.

Registration is highly recommended, but not required to attend. Community members can also skip the line and save time by submitting their input using our "Community Builder" online submission tool.

August 12 Public Meeting [LINK]

Community Builder Tool [LINK]

I have also attached flyers for next Thursday's event and included steps on how community members can participate in the redistricting process. For those unable to attend, the next event will be on Wednesday, August 18th, at 6:00PM.

If you have any questions, concerns, or need additional information, feel free to contact me.

Thank you for your consideration.

Respectfully,

*Lauren Garces
Outreach Representative
San Diego County Independent Redistricting Commission
O: (858) 555-1234
www.LINKTOWEBSITE?.com*

TACTICS

(Continued)

Public Education

Website

In conjunction with IRC guidelines and direction, the ABASD team will assist with updating the IRC website/webpage to provide relevant redistricting information for dissemination to all partners, and for linking to all digital outreach efforts.

Earned Media

ABASD will communicate all opportunities for public engagement in the redistricting process to local TV, radio and print media and encourage media attendance at all public hearings. Media broadcast of the redistricting process increases the likelihood of broader public participation.

Public Hearings & Webinars

As outlined herein, ABASD will orchestrate and assist with the execution of the agreed-to schedule of public hearings, webinars, and other meetings as needed throughout the county.

Earned Media Targets & Ethnic Media

- Black SD Magazine
- SOFUN Media
- Lighthouse Magazine
- San Diego YuYu
- Filipino Press
- Asian Journal
- La Prensa
- The Epoch Times
- Korea Times
- The Korean Daily
- Vietnamese News TV
- Al Hayat Daily (Arabic)



Public Service Announcements via
local radio and cable television
providers



Local community newspapers

- Commissioner Op-Ed
placement

County Media Target Lists

(Partial listing)



IRC Meetings & Public Hearings – *Venue Selection*

WHY? ... rationale and considerations for venue and time selection:

- Venues reasonably accessible to retired/older individuals and the working age population
- Venues with meeting room capacity adequate to accommodate anticipated public turnout
- Venues with reasonable transit and walkability scores, are relatively close to major highways, freeways or expressways, and which are accessible to residents with mobility issues



IRC Meetings & Public Hearings – *Venue Selection* (continued)

Additional consideration was given to the areas in each district that:

- are closer in proximity to existing district borders, increasing the probability of being affected by redrawn borders
- are close to large minority populations
- have a greater number of CBOs and planning groups

IRC Meetings & Public Hearings – *Venue Selection*

(continued)

Walkability and Transit Scores (www.walkscore.com)

Walk Score measures the walkability of any address using a patented system that analyzes hundreds of walking routes to nearby amenities.

Transit Score is a patented measure of how well a location is served by public transit. Transit Score is based on data released in a standard format by public transit agencies.

Walk Score®	Description
90–100	Walker's Paradise Daily errands do not require a car.
70–89	Very Walkable Most errands can be accomplished on foot.
50–69	Somewhat Walkable Some errands can be accomplished on foot.
25–49	Car-Dependent Most errands require a car.
0–24	Car-Dependent Almost all errands require a car.

Transit Score®	Description
90–100	Rider's Paradise World-class public transportation.
70–89	Excellent Transit Transit is convenient for most trips.
50–69	Good Transit Many nearby public transportation options.
25–49	Some Transit A few nearby public transportation options.
0–24	Minimal Transit It is possible to get on a bus.

IRC Meetings & Public Hearings – *Venue Selection* (continued)



Final Notes...

We did research “**disability access**” scores, but no such scores exist. Such scores would be very difficult to develop because there is a large diversity of disabilities in the populace and no one single score could fairly reflect that with regard to meaningful access. Further, every business and public building is legally required to be ADA compliant.

We also looked at 2019 SANDAG population estimates for what the most current projection is for working age population (**ages 15-64**) in the San Diego region, and how that relative population share compared to the specific zip codes of the venues proposed for hearings. A late afternoon/early evening hearing is more appropriate when there is a relatively similar or larger share of working age residents in the immediate zip code population of the proposed venue. All zip codes for the proposed venues have relatively similar median ages and **working age populations** when compared to the overall regional average.

Meeting Date	Day	Meeting Location	District	Walk Score	Transit Score	Room Capacity	Access	IRC Meeting Start	Public Hearing Start
8/12/2021	Thursday	Mira Mesa Senior Center	GM (3)	83	33	150-200	3:00PM	4:00PM	5:30PM
8/18/2021	Wednesday	Bonita Sunnyside Library	1	56	n/a ¹	84	3:00PM		6:00PM
8/26/2021	Thursday	Ronald Reagan Community Center	2	88	45	300	2:00PM	4:00PM	5:30PM
9/2/2021	Thursday	Escondido Chamber of Commerce	3	86	49	86	4:00PM		6:00PM
9/9/2021	Thursday	Valencia Park-Malcolm X Library (E of 805, S of 94)	4	79	60	140	2:30PM	4:00PM	5:30PM
9/18/2021	Saturday	La Mesa / Spring Valley area	GM (2)	____	_____	_____	11:00AM		1:00PM
9/23/2021	Thursday	Vista Civic Center / San Marcos Community Center / CSUSM	5	75	47	200+	2:30PM	4:00PM	5:30PM
		¹ There is bus service within .1 mile of this location.							

Outreach Timeline Overlay

WEEK (Beginning)	DATE	MEETING / HEARING	District	DATE/s	ACTIVITY / EVENT	District
1 (7/26/2021)	Jul 29	IRC Meeting			- Soft outreach begins; contact all CBOs and extended network. - Engage Spanish, Arabic, Tagalog, Chinese, Japanese, Korean, Laotian, and Vietnamese translators; begin production of all digital and media materials, including Meeting Notice translation and other translations.	
				Jul 30 - Aug 1	Ramona Country Fair	2
				Jul 31	Valley Center Stampede Rodeo & Memorial Festival	5
				Jul 31	Filipino American Friendship Festival	4
				Jul 31	Sip of Julian	2
				Jul 31	Live in Balboa Park: Reopening Celebration	4
2 (8/2/2021)					- Update IRC website/webpage, as needed. - Press Advisories re: General and District meetings. - Identify potential dates and times for possible Virtual Only meetings/webinars. - Finalize production of digital and media materials.	
				Aug 2 - 12	Rolling Outreach/Meeting Promotion: Aug 12 IRC Mtg/Public Hearing	All
				Aug 3	IB National Night Out	1
				Aug 5	Encinitas Chamber Golf Tournament	3
				Aug 6	First Friday Art Walk Oceanside	5
				Aug 7	ArtWalk @ Liberty Station	4
				Aug 8	Hillcrest CityFest	4

Outreach Timeline Overlay (continued)

WEEK (Beginning)	DATE	MEETING / HEARING	District	DATE/s	ACTIVITY / EVENT	District
3 (8/9/2021)	Aug 12	IRC Meeting/Public Hearing - Mira Mesa Senior Center	(3)	Aug 9 - 18	Rolling Outreach/Meeting Promotion: Aug 18 Public Hearing	1
				Aug 12	National City Chamber Summer Mixer	1
				Aug 14	Chula Vista HarborFest	1
				Aug 17	Carlsbad Music Festival	5
4 (8/16/2021)	Aug 18	Public Hearing - Bonita Sunnyside Library	1	Aug 17 - 26	Rolling Outreach/Meeting Promotion: Aug 26 IRC Mtg/Public Hearing	2
				Aug 20	San Diego Magazine Best of San Diego Party	4
5 (8/23/2021)	Aug 26	<i>IRC Meeting/Public Hearing – “El Cajon”</i>	2	Aug 24 - Sep 2	Rolling Outreach/Meeting Promotion: Sep 2 Public Hearing	3
6 (8/30/2021)	Sep 2	Public Hearing - Escondido Chamber of Commerce	3	Aug 31 - Sep 9	Rolling Outreach/Meeting Promotion: Sep 9 IRC Mtg/Public Hearing	4
				Sep 4	Santee Fall Fair	2
7 (9/6/2021)	Sep 9	<i>IRC Meeting/Public Hearing – “SE San Diego”</i>	4	Sep 9 - 18	Rolling Outreach/Meeting Promotion: Sep 18 Public Hearing	All
				Sep 11	Poway Rotary Parade	2
				Sep 11-12	San Diego Festival of the Arts	3
8 (9/13/2021)	Sep 18	Public Hearing – La Mesa / Spring Valley area	(2)	Sep 14 - 23	Rolling Outreach/Meeting Promotion: Sep 23 IRC Mtg/Public Hearing	5
9 (9/20/2021)	Sep 23	IRC Meeting/Public Hearing - Vista Civic Center / SMCC	5			



Monthly Reporting



REACH



ANALYTICS/DATA



SURVEY
RESPONSES

** Information regarding outreach plans and reporting for **Post-Draft Map period** will be provided at future meeting.*



Reach, Data, Analytics

Monthly reporting (oral/print) to include:

1. Narrative summary of outreach efforts, public participation and input received
2. Number of Outreach events
3. Number of attendees and demographic info for each event
4. Information collected on voluntary survey
5. Summary metrics and analytics for all marketing efforts
 - Social media metrics
 - Website traffic
 - Email click-throughs
 - poster/flyer distribution reach
 - TV and radio reach



Survey Responses

Collected via voluntary surveys at each meeting:

Meeting info:

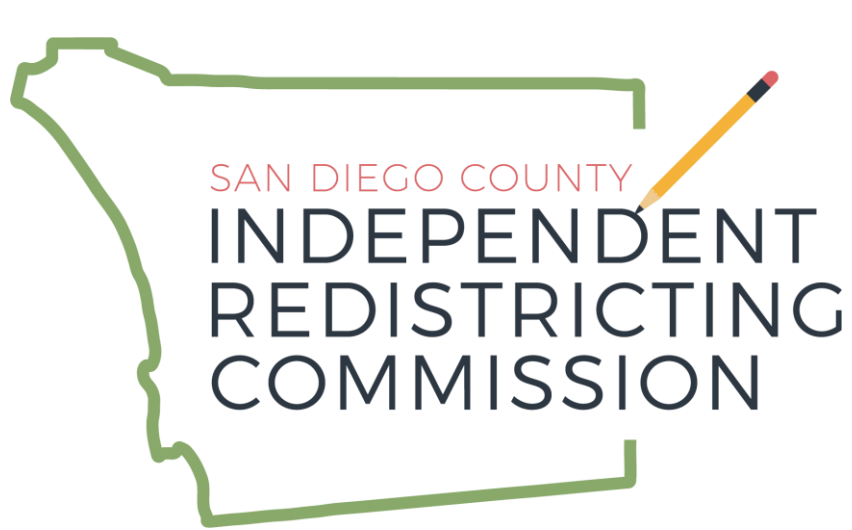
- District
- Date/time
- Location
- RSVPs
- Attendees

Demographics:

- Zip code of residence
- Community of Interest
- Age
- Gender
- Household income
- Race/ethnicity
- Rental/homeownership status

Communities of Interest in attendance (Represented Industries and Community Organizations):

- Educational
- Financial
- Government
- Hospitality
- Law Enforcement
- Legal
- Marketing/Advertising
- CBOs
- Other



Logo & Collateral



**WE NEED
TO HEAR
FROM
YOU**

Election lines
are being drawn
and your input
is valuable!

Sample Ad Material

Targeted digital “display ads” will appear to audiences based on their browsing habits. Ads will appear on brand-safe websites, including local news and weather sites, sports websites, and general information websites.



Election lines
are being
drawn.

*Are you being
represented?*

LEARN MORE

**Ad pictures will vary to reflect cultural diversity*



New election lines
are being drawn

**WE NEED TO HEAR
FROM CARLSBAD
RESIDENTS.**

Sample Flyer

SAN DIEGO COUNTY 2021 REDISTRICTING



The San Diego County Independent Redistricting Commission is hosting public hearings to **hear from residents like you** about how district lines should be drawn for the next election.

WHAT

Meeting and Public Hearing of San Diego County's Independent Redistricting Commission

WHERE

Mira Mesa Senior Center
8460 Mira Mesa Blvd
San Diego, CA 92126

WHY

So that the Independent Redistricting Commission can **hear from you** about how district lines should be drawn to best represent you and your community!



For more information, to submit online input and to learn how to draw your own map, go to www.sandiegocounty.gov/redistricting

Or, scan this:

